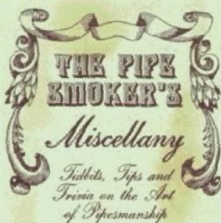


LEO BURNETT COMPANY, Inc.

Ad No. 161—Req. No. 18162— $\frac{1}{2}$ page—B&W

$2\frac{1}{4}$ x 10 in.—
(Argosy, 1962 (A)
True, 1962
Field & Stream, 1962
American Legion, 1962)



The Secret of Ideal Puffing

(For beginning pipe-smokers).



Whatever you do, avoid the hard puff — it's harsh on the tongue.

Don't be long-winded either. Short and easy on the draw does it.

And don't blow through your pipe to keep it lit. This upsets your evenly packed bowl and causes hot spots.

The secret? Make your smoke a succession of light, even puffs that flow as naturally as your breathing.



*he pipe draws wisdom from the
lips of the philosopher, and
shuts up the mouth of the foolish.*

THACKERAY

THE PIPE TOBACCO THAT STAYS LIT



Bond Street Pipe Tobacco keeps burning because of its old English cut — a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine imported and domestic tobaccos, too.

It's a virtuous son who inherits his father's pipe.

